

PROBLEM DEFINITION

This is the most important part.

Also the most ignored part! People assume they know what the problem is and dive into finding solutions right away!

Defining a problem helps guide ideation, solution and impact measurement.

Breaking down the problem into bits that you can handle, bits that you can procure resources to is practical, effective and is solution-driven.

THE ISSUE

Write down the overarching problem.

For ex: Improve reading levels among 3rd graders.

Yes, that's the final goal, BUT that is NOT a problem you can address directly...in other words, it is not actionable.

FRAME IT AS A
HOW MIGHT WE
(HMW) QUESTION

This will take some time, patience and a few iterations

How might we improve literacy levels among 3rd graders?

Ok, good, but still too broad.

How might we choose a book that 3rd graders will love, want to read?

Too narrow--- And subjective--- And tying yourself down to the idea that you MUST use books!!

How might we design an interactive program that will engage 3rd graders to spend more time picking up reading skills?

This sounds about doable!!

KEEP IN MIND WHEN FRAMING HMW QUESTIONS

- Make it real and relevant to the target audience
- (In this example, kids are now into tech-based everything! So incorporate it. Find ways to engage parents, children AND teachers as well as peer to peer exchange)
- Remember all the resources you have and can procure.
- Remember timelines! (And budget!!)

Now proceed to ideation / brainstorming



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Write down the overarching problem.

Give it as many iterations as you want. STAY FOCUSED THOUGH!

THINGS TO KEEP IN MIND ABOUT THIS PROJECT

NOTE: LIST THIS BEFORE STARTING WORK, BUT KEEP ADDING...

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Now proceed to ideation / brainstorming

